

POPville

media kit 2017



(703) 348-0583
PoPville.com



STATS

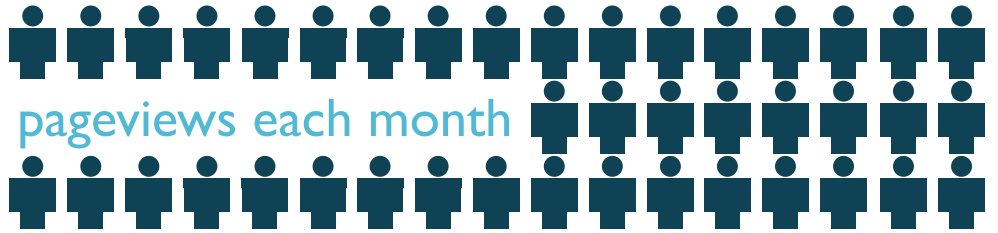
AT A GLANCE

350,000
PoPville



UNIQUE
VISITORS
EACH MONTH

2.1 MILLION

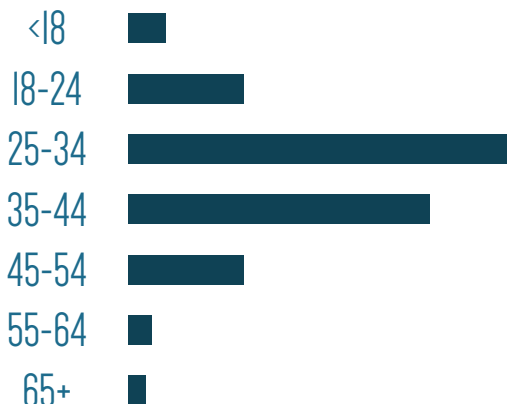


54% mobile

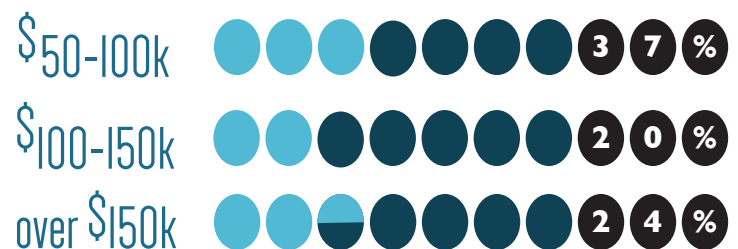
46%
desktop

VIEWERS
BY
PLATFORM

AGE



ANNUAL INCOME



WHY PoPville.com?

WE ARE MOBILE AND SOCIAL

We reach your customers on their favorite devices & platforms.



17,000 likes



94,600 followers



6,500 subscribers



250,000 weekly views

ADDITIONAL READER INFO

INTERESTS

Beauty & Fitness

7.2x



Travel

5.5x



Automotive & Vehicle

5.5x



Science

5.3x



Home & Garden

4.7x



AFFINITY

OCCUPATION

Government

20.86x



Legal

19.30x



Criminal Justice

15.45x



Scientists

15.23x



Business Administration

9.01x



AFFINITY

DATA SOURCES

Netwise

DLX

NETWISE DATA

DATA SOURCES

Experian

experian.

CURRENT HOME VALUE

\$750K-\$1M

11.87x



\$1M+

8.62x



\$450K-\$750K

5.94x



\$350K-\$450K

4.42x



\$250K-\$350K

2.53x



AFFINITY

MORTGAGE REFINANCERS

Highly Likely to Refinance

4.88x



Extremely Likely to Refinance

4.79x



Very Likely to Refinance

4.77x



Somewhat Likely to Refinance

3.73x



Likely to Refinance

3.22x



Source: Quantcast



SPONSORED CONTENT

- published on our homepage
- promoted on Facebook, Twitter
- included in our email newsletter

ONE-TIME POSTS

- **Promoted Post (\$999)**

*An all-purpose post to promote your business, submitted by you or written by us.**

- **“Dear PoPville” Post (\$599)**

Especially for local businesses: connect with potential customers in an engaging “letter” format.

- **Promoted Real Estate Listing (\$449)**

We promote up to one real estate listing per day with a write-up and photo gallery.

- **Promoted Job Listing (\$399)**

Share your career opportunity for the entire city to see.

RECURRING FEATURES

- **Column (\$499/weekly post OR \$549/biweekly post)**

Become the community’s most prominent expert in your field.

- **Real Estate Feature (\$499/weekly post)**

Realtors: send thousands of potential clients to your website with Just Listed, Reduced or Sold lists.

**Writing services are \$100 for up to 250 words and two revisions, then \$0.25/word and \$25/revision.*

Maximum word count (photos) per post:

Promoted - 500 words (10)

“Dear PoPville” - 150 words (1)

Real Estate Listing - 300 words (10)

Job Listing - 200 words (1)

All submitted photos must be horizontal.



DISPLAY ADVERTISING

TOP TIER - \$999/mo

- high performance
- cross-platform
- includes free ad design



Sidebar (300x250px)

or



Skyscraper (300x600px)

MID TIER - \$899/mo

- prime placement
- highly visible
- includes free ad design



Mobile (320x100px)

or



Billboard (600x300px)

STANDARD TIER - \$749/mo

- provides value & utility
- popular legacy options
- includes free ad design



Leaderboard (728x90px)

or



River (600x160px)

or



Email (200x400px)

TAKEOVER - \$1,499/two days

- make a big splash
- wraps around the desktop website
- includes free design



Takeover (1920x1200px)

ADVERTISING SPECS



SIDEBAR

300 x 250px

GIF, PNG, JPG accepted

No more than 50kb (static only)

Position rotates on each page load



RIVER

600 x 160px

GIF, PNG, JPG accepted

No more than 50kb (static only)



LEADERBOARD

728 x 90px

GIF, PNG, JPG, HTML5 accepted

No more than 60kb (static) or 120kb (animated)



SKYSCRAPER

300 x 600px

GIF, PNG, JPG, HTML5 accepted

No more than 75kb (static) or 150kb (animated)



BILLBOARD

600 x 300px

GIF, PNG, JPG, HTML5 accepted

No more than 75kb (static) or 150kb (animated)



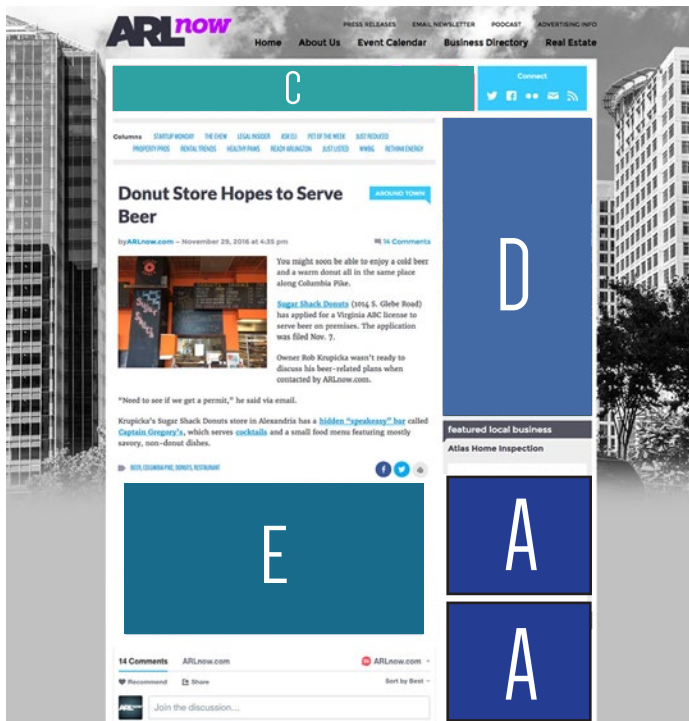
MOBILE

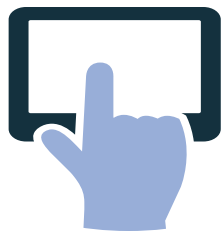
320 x 100px (not pictured here)

Mobile only, above the fold site-wide

GIF, PNG, JPG, HTML5 accepted

No more than 40kb (static) or 60kb (animated)





OTHER OPTIONS



EMAIL BLAST - \$699

Blast an offer, event or announcement out to a curated, high-open list of tens of thousands.



SOCIAL BLAST - \$1,299

Blast your message, an image or video and a link out to PoPville's 110,000+ Facebook and Twitter followers.



"THE MAIN EVENT" PACKAGE - \$1,799

An all-purpose event promotion package featuring a month of ads, a promoted post and a featured event.



VIDEO PRODUCTION - STARTING AT \$1,999

We'll work together to produce a video that viewers want to watch and share with their friends. It will be distributed via our site and social media channels.



SOCIAL MEDIA "AD-ON" - \$99/mo

Enhance a display ad with custom text that you can easily and frequently update via Twitter, Facebook, etc.

SCHEDULE OF DISCOUNTS

Payment *(may be combined with frequency discount)*

10% - Upfront payment / credit card
on file discount

Display Ad Frequency *(apply one)*

5% - 3+ month contract
10% - Recurring billing
15% - 6+ month contract
20% - 12 month contract
20% - Non-profit discount

ACCOLADES AND AWARDS



Best Local Columnist/Blogger
2017 - *Washingtonian Magazine*

Best Local Blog
Multiple years - *Express, Washingtonian,*
Washington City Paper

Thank you for choosing
**LOCAL NEWS NOW
& POPVILLE.**

